



WEWS

ORDER

Flight Dates **10/25/12-11/03/12**

Contract / Revision **315464 /**

Original Date / Revision
10/22/12 10/22/12

Advertiser **Crossroads GPS**

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Product

Crossroads GPS

Agency Com 15%

Billing Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **1271**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 309400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$75,140.00	\$88,400.00	0.00	10/01/12	10/28/12	24	\$75,140.00	\$88,400.00
November 2012	60	\$187,850.00	\$221,000.00	0.00	10/29/12	11/02/12	60	\$187,850.00	\$221,000.00
Totals	84	\$262,990.00	\$309,400.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/25/12	11/03/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	-----	1:00	0	\$6,000.00	P-1	0.00	NM	7	\$42,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---11--	2		\$6,000.00		0.00						
Week:		10/29/12	11/04/12	11111--	5		\$6,000.00		0.00						
N 2	WEWS	10/25/12	11/03/12		CM	7-730p	-----	1:00	0	\$6,000.00	P-1	0.00	NM	7	\$42,000.00



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Print Date: 10/23/12

Page 2 of 3

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Hiatus Dates

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Order Sep 00:30:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS**

Estimate # **1271**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 7-730p 7-730p The List														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$6,000.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$6,000.00		0.00					
N 3	WEWS	10/25/12	11/03/12	M-F Right This Minute M-F 106a-206a	CM	106a-206a	-----	1:00	0	\$800.00	P-1	0.00 NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$800.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$800.00		0.00					
N 4	WEWS	10/25/12	11/03/12	M-F 9-10a M-F 9-10a	CM	9-10a	-----	1:00	0	\$2,800.00	P-1	0.00 NM	7	\$19,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$2,800.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$2,800.00		0.00					
N 5	WEWS	10/25/12	11/03/12	4-430am America This Morn 4-430a America This Morn	CM	4-430a	-----	1:00	0	\$800.00	P-1	0.00 NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$800.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$800.00		0.00					
N 6	WEWS	10/25/12	11/03/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-----	1:00	0	\$3,600.00	P-1	0.00 NM	7	\$25,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$3,600.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$3,600.00		0.00					
N 7	WEWS	10/25/12	11/03/12	M-F 10-11a M-F 10-11a	CM	10-11a	-----	1:00	0	\$2,800.00	P-1	0.00 NM	7	\$19,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$2,800.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$2,800.00		0.00					
N 8	WEWS	10/25/12	11/03/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-----	1:00	0	\$7,000.00	P-1	0.00 NM	7	\$49,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$7,000.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$7,000.00		0.00					
N 9	WEWS	10/25/12	11/03/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-----	1:00	0	\$5,000.00	P-1	0.00 NM	7	\$35,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$5,000.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$5,000.00		0.00					
N 10	WEWS	10/25/12	11/03/12	M-F 1-2p M-F 1-2p	CM	1-2p	-----	1:00	0	\$2,400.00	P-1	0.00 NM	7	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$2,400.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$2,400.00		0.00					
N 11	WEWS	10/25/12	11/03/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-----	1:00	0	\$3,000.00	P-1	0.00 NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$3,000.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$3,000.00		0.00					
N 12	WEWS	10/25/12	11/03/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	-----	1:00	0	\$4,000.00	P-1	0.00 NM	7	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Page 3 of 3

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 12	WEWS	10/25/12	11/03/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	-----	1:00	0	\$4,000.00	P-1	0.00	NM	7	\$28,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/22/12		10/22/12	10/28/12	---11--	2		\$4,000.00		0.00							
Week: 10/29/12		10/29/12	11/04/12	11111--	5		\$4,000.00		0.00							
														Totals	84	\$309,400.00